

Fashioncraft Building/
Fairview Club
2022 Boren Avenue

Nomination Report



PREPARED FOR: THE HISTORIC PRESERVATION PROGRAM
DEPARTMENT OF NEIGHBORHOODS, CITY OF SEATTLE

Nomination Report

2022 Boren Avenue

February 2008 2

Fashioncraft Building / Fairview Club

Name of Property, Historic: Fashioncraft Building, Schoenfeld Bros. Inc., Schoenfeld Neckwear Company, Fashion Craft Neckwear.

Name of Property, Current: Fairview Club.

Address: 2002 Boren Avenue, Seattle, Washington.

Parcel Number: 0660002245

Plat Description: Heirs of Sarah A. Bell, 2nd Addition, Block 53, Lots 3-4

Original Owner: Schoenfeld Bros. Inc.

Current Owner: Mirza and Shahbano Agha

Original Architect: Henry Bittman

INTRODUCTION

The former Fashioncraft Building, located at 2022 Boren Avenue, was designed by Seattle engineer and architect Henry Bittman. Completed in 1929, it initially housed Schoenfeld Brothers Inc., whose main specialty was the manufacture of neckwear. Not long after, another related business, Fashion Craft Neckwear, also occupied the building. These family businesses or related businesses, such as Britannia Sportswear, founded during the 1970s, continued to occupy the building until the 1990s. The building is sited on a triangular lot, located between Denny Way, Boren Avenue and Fairview Avenue. Early on, in the 1929 edition of Polk's Seattle Directories, the triangular lot, which is also located right off of Virginia St, was described as "Fashion Craft Square." Because the building has had several names, in this report, it will mainly be referred to by its address or "Fashioncraft Building." ¹(Figures 1 - 2)

The building plan is basically a chamfered triangle, with three longer, similar elevations. Each of these elevations is mainly clad in light brown brick and presents repeated bays, large expanses of glass and Spanish Eclectic ornament in cast stone. The building is a prominent feature in the Denny Triangle and located near its northern edge. For this study, the Denny Triangle is the area bounded by Westlake Avenue to the west, Olive Way to the south, portion of I-5 to the east and Denny Way to the north.

The building is located directly along Denny Way and across Boren Avenue from the former Norway Hall (1915), now Cornish College of the Arts' Raisbeck Auditorium. To the west and also situated along Denny Way, is Henry Bittman's Volker Hall, also from 1929. To the south, a simpler, but well designed three story building, constructed as a store and office building, is located at 1916 Boren Avenue. It too was designed by Henry Bittman and completed in 1929. Bittman, who was responsible for many showpiece buildings in the city, designed several buildings in the vicinity; however, because of its siting and somewhat unusual shape, the subject building has especial prominence in the neighborhood.² (Figures 3, 4 & 5)

The building is situated about four blocks to the east of Westlake Avenue, which was first developed as a route for horse drawn streetcars, and then as an electric trolley route and boulevard between the 1880s and the 1900s. Along with the Volker Building, the building is probably the most recognizable of all the buildings of some historic significance, either in proximity to Westlake Avenue or situated along Denny Way.³

Following is more complete information concerning the context and history of the building site.

SITE HISTORY

The future building site was located not far from a series of dispersed Duwamish encampments. The Duwamish appear to have known the general area fairly well, since there were camps close to present day Westlake Avenue, (which until the mid 1900s only ran as far south as 8th Avenue and Lenora St) and near a stream at 8th Avenue and Thomas Street. There was also a native trail, which connected the south end of Lake Union, not far from this site, to what became Elliott Bay.⁴

The site was located within what became the property of William and Sarah Bell. Their holdings ran from the Elliott Bay shoreline to slightly east of present-day Bellevue Avenue East and from Denny Way to a parallel line, running from the waterfront to slightly east of Bellevue Avenue East and Union Street. Like the other properties within the present-day Denny Triangle, this site was located within the eastern portion of the Bell holdings, an area that was even less developed than the Bell property located close to Elliott Bay. The comparative lack of development of the eastern portion of the Bell holdings appears to be tied to Bell family's early reverses following the Battle of Seattle of 1856.

The Bell Properties from the 1850s to the early 1890s

Following the one-day Battle of Seattle of 1856 and as other personal reverses, William Bell was mainly absent from his lands until 1870. Upon his return, he turned his attention to the development of the western portion of his holdings and in particular to the block located on Front Street, from Bell to Battery Streets. Upon William Bell's death in 1887, his son, Austin, also returned to Seattle and commissioned the building named after him, which is located on the same block.⁵ In comparison, the Bell holdings farther to the east remained less developed. The "Bird's Eye View of the City of Seattle, Puget Sound, Washington Territory, 1878," drawn by E. S. Glover, shows that, like much of the future Denny Triangle area, the future site of the building was still hidden within a forested area.⁶

During 1889, which was also the year of Austin Bell's death, the Great Fire obliterated the main part of the town, located to the south of the Bell lands, (the general location of present day Pioneer Square Historic District). Greater energy was put into rebuilding of this area, known at first as the "burnt district," while other areas, including the Bell lands, received less attention.⁷ Although several of the main streets had been built by 1888, the eastern Bell holdings continued to be less developed than the waterfront area or the main part of the city.⁸

The Eastern Portion of the Bell lands in the 1890s

Nevertheless, a panoramic map of Seattle, produced by mapmaker Augustus Koch in 1891, shows that by that time the eastern portion of the Bell lands was mainly developed with modest, frame buildings. These included houses as well as "tenements," occasionally interspersed with industrial businesses, such as mills or brass foundries.

Westlake Avenue, then called Rollin Street, only ran from the southern shoreline of Lake Union, near David Denny's Western Mill, to near the intersection of 8th and Lenora Street, about three blocks west of our subject site. The present triangular lots, shaped by the later extension of Westlake Avenue and also set along Depot Street, now Denny Way, were not as numerous; however, the original triangular lot, later occupied by the neighboring Volker Building, was already in existence.

Based on both the Koch map of 1891 and a Sanborn map from 1893, the future site of the subject building was a larger lot, bounded by what is today Denny Way, Boren Avenue, Virginia Street and Minor Avenue. The 1893 Sanborn map clearly shows the larger triangular lot, which had not yet been bisected by what became Fairview Avenue, (previously known between the 1880s and early 1890s, as both Prohibition Street and Lake Street). A comparatively narrow alley, parallel to 11th St, (Boren Avenue), cut through the large triangle. There were two lots facing 11th Street, each shown with what appears to be a single family house and smaller related structures. **(Figure 6)**

In the larger vicinity, as shown in the Koch map, more substantial buildings included the imposing Denny Hotel, located about eight blocks to the west. About six blocks west and three blocks south, were two more substantial industrial buildings, located between 5th and 6th Avenues and Howell and Pine Streets: an engine house for the Home Electric Light Company and the power house for what was then known as the Seattle Electric Street Railway.⁹

Under a variety of names, including the Seattle Electric Company, this last company would play an important role in the urban development of the area and of Seattle. In general, transportation lines and thoroughfares, both Denny Way and Westlake Avenue, shaped the vicinity of the subject building and outlying areas.

Thoroughfares and Transportation Lines - Denny Way, Westlake Avenue and Vicinity

According to early Pioneer Sophie Frye Bass, David Denny had originally named the present Denny Way, "Depot Street." He had anticipated that the street would eventually lead to a train depot, but it never did. "Depot Street," was subsequently renamed in honor of David and Louisa Denny and appears on maps as "Denny Way" by at least 1905.¹⁰ Although an important street, the dramatic change in topography between the areas north and south of Denny Way posed something of a problem. During the early phases of the Denny Regrade, (from 1898 to roughly 1907), First and Second Avenues were regraded from points south up to Denny Way, while in 1907 Westlake Avenue was regraded, with a significant amount of fill added north of Denny Way. All this was to change the future site of the subject building.¹¹

Westlake Avenue's known history goes back to at least the 1870s. What became Rollin St and later Westlake Avenue, was already established as a path in 1872, when a narrow gauge railroad was built to deliver coal from South Lake Union to a new coal dock at Pike St. Although the railway was abandoned in 1877, the path remained important for transportation.¹² By the early 1880s, Frank Osgood had expanded his horse drawn car system, the Seattle Street Railway Company, to include several lines that ran from South Lake Union to downtown. One of these ran along the trail previously established by the somewhat short-lived coal railroad during the 1870s.¹³

By the late 1880s, an electric streetcar system, the West Street, Lake Union and Park Transit Company ran along Rollin St/ Westlake. Consolidated by 1888 as the Seattle Electric Railway and Power Company, the company was later to build a line that carried passengers from Pike Street, along the northern portion of Westlake Avenue, to the shores of Lake Union (and back). Like many Seattle streets of the period, Westlake was then a wood planked street, but was becoming an important thoroughfare. During the mid to late 1900s, Westlake would not only be regraded, but also extended south of 8th and Lenora Street and paved. The paving and extension of Westlake Avenue eased travel for the citywide trolley lines and for the Seattle-Everett interurban line, major transportation lines, which had previously followed a less regular path. In turn, the creation of Westlake Avenue as a major transportation boulevard altered the vicinity of the future site.¹⁴
(Figure 4)

The "Southern Division" of the Seattle-Everett Interurban line, which ran along Westlake Avenue endured until 1939, while the citywide trolley system shut down in 1941. Their continued operation

had a profound effect on the development of both what became the Denny Triangle and the immediate vicinity of the subject building site.¹⁵

While transportation continued to transform the city, new building, particularly between the 1900s and 1910s, would change the urban environment.

Building and Development between the 1900s and the early 1910s

Between the 1900s and 1910s, there was explosive population and building growth in Seattle. In the eastern portion of the Bell lands, hotels and apartment buildings were added to the original mix of single family homes, churches and the handful of industrial buildings. With the development of both Denny Way and of Westlake Avenue, many new buildings appeared.

Based on a Sanborn map from 1905, changes to the larger block, bounded Denny Way, Boren Avenue, Virginia Street and Minor Avenue were consistent with this trend, although the general layout of the block had not changed significantly from what it was in 1893. The alley shown in the 1893 map remained, but there were now six distinct lots facing Boren Avenue. Five of these lots had what look like houses or frame buildings on them. Neighboring blocks had also visibly filled up with additional structures, but there were still dispersed empty lots. In the blocks due south of our subject site, there were many structures, including several labeled as “flats,” and a few “tenements, in addition to a dye works, a wood yard, a shoe factory and a hand laundry.”¹⁶ **(Figure 7)**

Baist maps from 1908 also show no major changes to the larger block or to the immediate neighborhood. On the other hand, the major extension of Westlake Avenue and the trolley or interurban route is clearly shown. One of the few extant buildings from this period, shown on the 1908 Baist map, is the three-story, brick clad Hotel Westlake, which has a triangular footprint and dates from 1907. It is still located on the east side of Westlake Avenue, north of 7th Avenue and about four blocks from the future site of 2022 Boren Avenue. Located even closer and about a block west of our subject site, is the Graham Apartments. Sited on Terry Avenue, between Lenora and Virginia Streets, it dates from 1907. Although it is the oldest extant apartment building in the Denny Triangle, it has been considerably altered. **(Figure 3)**

On a Baist Map from 1912, the larger lot, bounded by Denny Way, Boren Avenue, Virginia Street and Minor Avenue, still had not changed markedly, although there were some differences from the Sanborn Map 1905 or the Baist Map from 1908. The lot now included three buildings on the most southern lot along Boren Avenue, two buildings on the two northern lots and nothing major in between. West of the site, many of the blocks still were relatively undeveloped.¹⁷ **(Figure 8)**

Farther south, the area was already more developed by 1905 and was somewhat more so by 1912. Of some importance to the further development of the area, but well southeast of our subject site, are the two blocks located between 5th and 6th Avenues and Olive and Pine Streets. During the 1900s and most of the 1910s, they were occupied by two sheds owned by the Seattle Electric Company/ Puget Sound Traction, Light and Power Company. One of these would be converted in 1919 to become a trolley and bus shed and the main downtown terminus for the Seattle-Everett Interurban.¹⁸

City Planning and the Development of Downtown between the 1910s and 1920s

Development pressures and Seattle's resultant growth motivated the city government and local business interests to reconsider the nature of Seattle's downtown. The variety of regrading efforts, including the early phases of the Denny Regrade, opened up new possibilities for the development of downtown. During the early 1910s, downtown was located within the Pioneer Square area, although it had already moved north from Pioneer Place and was centered close to Second Avenue at James Street. There were efforts to make sure the downtown did not move too far north. L. C. Smith commissioned the Smith Tower, (completed in 1914), after receiving assurances that the downtown would stay in the vicinity of the original downtown. Other schemes, such as the Bogue Plan, highlighted areas well to the north of the original historic center. Under the Bogue Plan, an elliptical area centered around between 4th and 5th Avenues and Blanchard Street would have been the new downtown center. In 1912, Seattle voters rejected the Bogue Plan, but at least the plan had suggested new possibilities for the northern growth of downtown.¹⁹

By the 1920s, the triangle created between Westlake Avenue, Stewart Street and 4th Avenue was considered the busiest part of the city. Our subject site is located about seven blocks northeast of this area.²⁰ **(Figure 9)**

The Zoning Ordinance of 1923

Although by 1912, Seattle had building regulations concerning the heights of buildings based on construction type, there had never been a real zoning code. Based on the first ordinance passed by the City of Seattle in 1923, the primary part of downtown, considered the "business district," was projected for the area located between Union Street and Yesler Way, roughly between 4th and 8th Avenues. According to the new zoning ordinance, the present Denny Triangle, including the vicinity of 2022 Boren Avenue was part of a neighboring "commercial district," located to the northeast of the projected business district.²¹

Increased development occurred slightly before or during the last phase of the Denny Regrade, which occurred from 1928 to 1931. This last phase lowered the topography of the land located directly west of Westlake Avenue – the area from Westlake Avenue to 5th Avenue and from Denny Way to Pine Street, as well as the area north of this, from Denny Way to Harrison Street and from Broad Street, east to 9th Avenue. Dexter Avenue North was also regraded so that it could flow south into 7th Avenue. As a result, the Denny Triangle area, which had been partially cut off from the Waterfront and Belltown, and from the western portion of South Lake Union, was now more accessible.²² **(Figure 9)** By this period too, Fairview Avenue had been extended south of Denny Way, creating the smaller triangular lot on which 2022 Boren Avenue now sits.

Concurrent with or following the last phase of the Regrade, new buildings were erected, especially close to Denny Way and to Westlake Avenue. Along Denny Way, the Volker Building, which is listed on the National Register of Historic Places, and 2022 Boren Avenue are the two really notable examples. **(Figure 4)** Bittman also designed a simpler three story "store and warehouse," located along Boren Avenue at 1916 Boren Avenue. It was originally created as the Bartell's Drugstore offices and was completed sometime between 1928 and 1929. Its main façade, which overlooks Boren Avenue, is clad in beige and golden brown brick, with cast stone trim. **(Figure 5)**

Of all the above buildings, however, 2022 Boren Avenue, stands out, because of its massing, siting and detailing.

The Mid-1930s to the Present

Despite new construction, which occurred primarily between the mid and late 1920s, by the mid-1930s, the Denny Triangle neighborhood still consisted primarily of frame houses, apartment buildings, as well as a few frame churches.²³ In 1939, the last Seattle interurban, the Seattle-Everett line, saw its final run, while “auto row” spread into the area from north of Denny Way.²⁴ Several structures were transformed into garages or automobile related businesses and several new automobile showroom buildings were also built during the 1940s.²⁵

While few buildings were erected in the Denny Regrade during the 1950s, new zoning and transportation issues would affect it. In 1957, the South Lake Union area was rezoned for manufacturing, while the Denny Triangle remained “commercial.”²⁶ The Denny Triangle was now sited between a more upscale downtown and a manufacturing area. This made South Lake Union/Cascade and the Denny Triangle less desirable and depressed land values.

The construction of Interstate 5 occurred between 1959 and 1962 and caused further and dramatic changes to the Denny Triangle, which was now virtually cut off from Capitol Hill. This also affected the South Lake Union/ Cascade area. Between the late 1950s and 1962, to the west of the South Lake Union area, the Century 21 planners created the Seattle World’s Fair grounds. This also caused many owners in South Lake Union/ Cascade to demolish single family residences and convert the properties to parking lots.²⁷ The Denny Triangle area would now be squeezed between a neighborhood devoted primarily to manufacturing uses and parking lots, sited to the north, and Seattle’s official downtown, located to the south.(Figure 3)

Since 2022 Boren Avenue was located along Denny Way and closer to the South Lake Union area, its general vicinity was depressed. In fact, the general Denny Triangle area was mainly depressed until the mid-1990s. Renewed interest generated by the Commons proposal encouraged new development in both the South Lake Union/ Cascade neighborhoods and the Denny Triangle. Since then, major development has occurred. There has also been major development along Westlake Avenue with several buildings developed for the biotech industry and the recent opening of the South Lake Union streetcar. Major construction is also occurring on Denny Way and in close proximity to 2022 Boren Avenue.²⁸

SIGNIFICANCE

This building was designed by Henry Bittman and completed in 1929, the year of the Great Depression. First of all, the building is clearly distinctive because of its shape. It is characterized by the high style composition of its facades, the distinctive ornamentation, in addition to the large expanses of glazing. The building mainly employs Spanish style ornamentation, which became popular in large part because of the influence of American architect Bertram Goodhue. This aspect of the building will be discussed in further detail below. The building’s elegance belies the fact that it served partially as a factory, but it also included a showroom. While the design is recognizably by Henry Bittman’s firm, it still stands out among his work.

Bittman's office seems to have been especially successful in the 1920s, a few years after he himself became a licensed architect. An important client was the Clise Family, which has a well-known association with the general Denny Triangle area. Also among the notable buildings designed by the Bittman firm in Seattle, still standing and reasonably intact are: the Terminal Sales Building (ca. 1923), the Decatur Building (1921), the Olympic Tower (ca. 1929) and the Eagles Auditorium (1924-25). These multi-story buildings alone show the design range of Bittman's office, while 2022 Boren Avenue, although modest in size, shows yet another dimension of his work. (Figures 13-22)

Bittman's initial education and work experience focused on structural engineering. He attended Cooper Union in New York. He was born in 1882 and grew up in Greenpoint in Brooklyn, New York. He continued to practice until his death in 1953 and by the 1950s, even designed in the Modernist style.²⁹

Bittman had a wide assortment of clients, and according to historical Tax Assessor records, the building was built for the Schoenfeld Brothers, (although it is noted as "Schoenfield Brothers" on the Tax Assessor's Record card). At least by 1936, the building was topped by a roof sign, which announced that the building was the "Home of Fashion Craft Cravats." The sign over the main entrance also alludes to "Fashioncraft Building," so that the "F C" in the repeated cast stone ornament refers to Fashion Craft neckwear. More recently, the building has conveniently become the Fairview Club, in reference to the current banquet hall/ catering business, housed in the building.

The building was consistently occupied by businesses associated with the Schoenfeld family at least until the 1970s. Later architectural drawings indicate that the interior of the building was renovated in 1975 for Britannia Sportswear, a successor of Fashion Craft, also founded and owned by the Schoenfeld concern. The building only became the unrelated "banquet hall" in 1994 and still serves this function.³⁰

The Schoenfeld Brothers are often described as the founders of Seattle's modern clothing industry. Brothers Max, Theodore and Herman Schoenfeld immigrated with their family from Mandel, 30 miles from Frankfurt (Germany) to Chicago and then to Seattle. They founded Schoenfeld Brothers Incorporated in 1906. Early on, the company sold neckwear under the label "Fashion Craft Cravats" and under the name "Fashion Craft Neckwear." Fashion Craft (or Fashioncraft) did a thriving business as did many related businesses, later under the umbrella of the Schoenfeld Group. The building was clearly built by them to house their business and continued to be occupied by related business enterprises until the 1990s. In particular, Max Schoenfeld lived to a very old age, continued to work until the age of 105 and died at the age of 108 in 1990.³¹ (Figure 20)

Despite minor changes to its fenestration, the building is significant because of its design, including the intact brick cladding and distinctive ornament. It is also significant because of its association with the firm of Henry Bittman. It is associated with the beginnings of Seattle's modern clothing industry and the Schoenfeld Brothers' continued legacy into the 1990s.

As previously mentioned in the context statement, several other buildings were also designed and constructed in the Denny Triangle, just prior to the Depression. In fact, during 1928, the Seattle Daily Journal of Commerce continued to write about the particularly high number of building projects planned for Seattle's Downtown. Articles also discussed the imminent and last phase of the

Denny Regrade, which was to occur west of Westlake, north of Denny Way, and very close to this building site. The building, like many of the buildings developed in its vicinity during the late 1920s, is associated with the final phase of the Denny Regrade, which occurred almost at its doorstep.

BUILDING DESCRIPTION

Overall Aspect

As previously mentioned, 2022 Boren Avenue is sited on the triangular lot, bounded by Denny Way, Fairview Avenue and Boren Avenue. The building, whose plan is basically a chamfered right triangle, is one story in height, but has a basement. The exterior is primarily clad in light brown brick with cast stone ornament, which echoes Churriguresque decoration or the Spanish Eclectic work of American architects, such as Bertram Goodhue. Although the building has the shape of a right triangle in plan, the triangle is chamfered, between Fairview and Boren Avenues and between Boren Avenue and Denny Way. The result is two narrower elevations, (set between longer elevations), and three longer elevations. These longer elevations are each parallel to one of the main avenues, mentioned above and have some obvious similarities in detailing and ornament; however, the longest elevation corresponding to the triangle's hypotenuse, situated along Boren Avenue, has a somewhat more complicated parti.

Structure and Related Exterior Detail and Ornament

The building has a concrete exterior structure. Given the triangular shape of the plan, the interior has a fairly regular pattern of columns. On the exterior, pilasters, set at the building perimeter, have a concrete base, but are primarily clad in light brown brick. A signature cast stone ornament tops each pilaster at the parapet level. In general, the roof is flat, but the parapet is raised, especially over major bays, such as at entry bays, or at the tops of the pilasters, already described.

The signature cast stone ornament has a symmetrical design and features a central shield incised with stylized letters "F C." Flattened scroll shapes are set to each side of the shield and a central scallop shell is set above the two symmetrically placed volutes, set above the shield. Above the central shell, the parapet, also in cast stone, mimics the curve of the shell and rises above the base level of the parapet. This design occurs in lieu of capitals at the top of the piers, but also marks the center of the parapet above the intermediary, short angled elevations, which occur where the triangular plan is chamfered. In the last case, slightly pointed finials are set to each side of the curve.

Boren Avenue Elevation

The main façade features five wide bays, clad in light brown brick, with wide rectangular glazed openings, which alternate with four narrower bays. Between the bays, the pilasters are clad in light brown brick and topped by the signature cast stone ornament, described above. Within the wider bays, the glazed openings sit above the concrete plinth or base and directly above a brick sill. The narrower bays usually contain doorways or narrower glazed openings. An historical photo from the mid-1930s, (Tax assessor's Record Card), suggests that the glazing was originally multi-pane sash.

Currently, each of the wider openings on this elevation has a four-part metal sash window. What appears to have been a clerestory is covered with tongue-and-groove plywood. In general, the

windows make less of an impression, however, because black and white awnings cover a good portion of the window opening. Beginning at the corner of Boren Avenue and Denny Way, the narrower bays are as follows: the first one consists of a narrow doorway with transom and low concrete steps. The second narrow bay has a simple metal window, similar in detail to four-part windows in the wider bays. The third and fourth narrow bays each have a similar metal window.

The bay divisions and ornamentation are repeated consistently throughout the elevation, with a slight exception for the entry located in the central bay on the Boren Avenue facade. **(Figs. 14-16)**

Main Entry on Boren Avenue - Detail

One of the wider bays, this central entry bay features a raised, curved parapet, set above its entire width. There is a distinctive, central, cast stone ornament set at the top of the parapet. Virtually rectangular in shape, but with curved edges, the upper cast stone ornament is distinguished on its face by a border of garland-like motifs. It is topped by an almost free standing scallop shell, which rises above the highest point of the segmental curve of the raised parapet. There is an additional, central, floral motif suspended at the bottom of the rectangle.

Below, the entry doorway is set within a flat, cast stone surround, in lieu of the usual brick veneer. The cast stone, which extends almost to the edge of the flanking window openings, is topped by a distinctive curved cornice, in shape a flat curve, which is slightly raised at the ends. Below the cornice, there is an inscribed shape, which mimics the shape of the curved molding and features the words: "Fashioncraft Building." Concave curving scroll shapes, set symmetrically under the curved cornice, complete the irregular, but symmetrical shape of the cast stone entry surround. **(Figure 16)**

Denny Way Elevation

The Denny Way Elevation is simpler than the Boren Avenue elevation. It features five bays, each with a wide opening, filled with a standard four-part window. The rest of the detailing is the same as in the case of the wider bays on the Boren Avenue façade. Intervening pilasters are topped by the signature cast stone ornament, already described. **(Figure 22)**

Fairview Avenue

The Fairview Avenue Elevation is similar to the Boren Avenue elevation. Most of the openings are filled with a three-part window, however, the second bay from the corner of Boren and Fairview Avenues contains a double door with transom window, flanked to each side by a single window. As in the case of the Denny Way elevation, intervening pilasters are topped by the signature cast stone ornament, already described. **(Figure 22)**

Chirruaguesque Influence – Spanish Eclectic Style – A Brief Explanation

The Chirruaguesque style is a late Baroque architectural style, which originated in Spain and was the prevailing style there during the Eighteenth Century. It is marked by a profusion of unrestrained ornamentation such as garlands, volutes, shells, "pilasters above pilasters," finials, undulating moldings, masks and broken pediments. The style is named after the Churriguera brothers, architects who came from a family of altar-piece makers and were originally from Barcelona.

Although the style is named after the Churriguera brothers, their version of the style is often thought to be more restrained than that of other practitioners. The style was imported to many of the

Spanish colonies and can, for instance, be found in Mexico. One of the better known examples in Mexico is the Church of San Luis Potosi, which dates from 1764. **(Figure 23)**

A modified and Americanized version of the style, usually known as the Spanish Eclectic style, caught the interest of the American architectural community during the mid-1910s. It was first made popular in the United States by architect Bertram Grosvenor Goodhue. Although this was a significant contribution by Goodhue to American architecture, he is probably best known for a large number of Gothic Revival projects, which he designed first in partnership with architect Ralph Adams Cram and then in independent practice. These Gothic Revival works, which are mainly found in the northeastern part of the United States, include church buildings, such as St. Thomas Church, (Cram Goodhue and Ferguson) and the Church of the Intercession in New York City.

Goodhue eventually designed buildings, campuses and even towns in other parts of the country. During the 1890s, he took two trips to Mexico, where he first recorded and sketched the architecture he saw there. The influence of these travels manifested itself in his subsequent work, particularly during the mid-1910s. The Panama-California Exposition in San Diego, which he designed from 1911 to 1915, is the best example and had a far-reaching influence. **(Figure 24)** Other slightly more restrained examples of Goodhue's work in this vein include the Coppel Mansion of 1915, campus buildings at the California Institute of Technology, both in Pasadena, California, the remains of the town of Tyrone, New Mexico and the Dater Residence in Montecito, California. **(Figure 25)** Publications by both Goodhue and other architects also popularized the style. **(Figure 26)**

The Spanish Eclectic style, as practiced by a variety of American architects, was particularly important during the 1920s and early 1930s. In Seattle, Henry Bittman's office produced a few pared down versions of these types of buildings. One extant example, which represents the style and was also designed by Bittman (1928), is the former White Garage in downtown Seattle, located at 1915 3rd Avenue; however, this multi-story building, which has only one main elevation, has very different massing and detailing from the Fashioncraft Building.³² **(Figure 27)**

Aside from residences and apartment buildings, few other substantial buildings in Seattle now reflect the influence of the Spanish Eclectic style. The Fashioncraft Building also remains unique, because of its siting, massing, as well as its decorative elements.

CONCLUSION

The building appears to meet several of the City of Seattle landmarks criteria.

Although built as a commercial building, it embodies the characteristics of the Spanish Eclectic style and therefore meets **Criterion D**.

2022 Boren Avenue was designed by architect Henry Bittman. Although Bittman was responsible for many important buildings in Seattle, including the Terminal Sales Building and the Eagles Auditorium Building, the Fashioncraft Building stands out, because of its massing, shape and use of ornament. It is an outstanding work by an architect and meets **Criterion E**.

Because of its prominence of spatial location and its unique shape and detailing, it is an easily "identifiable visual feature" in the Denny Triangle neighborhood and within the City. It definitely

contributes to the distinctive quality of both the neighborhood and the city and therefore meets **Criterion F. (See Figures 11-22)**

The building is associated in a significant way with Seattle's economic and urban development, particularly during the 1920s, just prior and during the last phase of the Denny Regrade. The building operated both as a manufacturing building and as a store. Other buildings in the immediate area were also associated with wholesale businesses, as well as light manufacturing and therefore with Seattle's economic growth. More specifically, the building is associated with the beginnings of Seattle's modern clothing industry and the Schoenfeld Brothers' continued legacy in that field. The building is associated in a significant way with the economic development of both Seattle and the eastern portion of the Bell lands, which became the Denny Triangle. The building therefore meets **Criterion C.**

¹ Polk's Seattle Directory, Seattle: Polk's Publishing Company, 1905-1996.

² Drawing Files and Permit Records, Department of Planning and Development, City of Seattle.

Lydia S. Aldredge, "Architeaser # 78: The Fashion Craft Building," The Weekly, September 16, 1987, p 61.

³ Leslie Blanchard, The Street Railway Era in Seattle: A Chronicle of Six Decades, Forty Fort, PA: Harold E. Cox, 1968, p 5.

⁴ Cascade Neighborhood Council & UW Center for Sustainable Communities, The Cascade Neighborhood sustainable community profile: Summer 1995, Seattle: Cascade Neighborhood Council & UW Center for Sustainable, 1995?, p 22 and 36

⁵ Clarence Bagley, History of Seattle, Washington, Vol. 2, Chicago: the S. J. Publishing Company, 1916, p 824-5.

⁶ E. S. Glover (drawn by), "Bird's Eye View of the City of Seattle, Puget Sound, Washington Territory, 1878," San Francisco: A. L. Bancroft, Lithographers, San Francisco, 1878.

⁷ Paul Dorpat, "59 Promise and Depression in Belltown," Seattle Now and Then, Second Edition, Seattle: Tartu Press, 1984.

⁸ Paul Dorpat, "59 Promise and Depression in Belltown," Seattle Now and Then, Second Edition, Seattle: Tartu Press, 1984.

⁹ Augustus Koch, "Seattle and Environs, King County, Wash., 1891," Seattle: Historic Northwest Images, LLC, reprint, no date.

Seattle Fire Insurance Maps, Sanborn Map Company, 1893, especially Plate 58b and 52a (database available online through <http://www.spl.org/>).

¹⁰ Sophie Frye Bass, Pig-Tail Days in Old Seattle, Portland, Oregon: Binford and Mort, Publishers, 1937, reprint 1965, p 106.

¹¹ R. H. Thomson, That Man Thomson, Seattle: University of Washington Press, 1950, p 85-91.

Alan Stein, "Thomson, Reginald Heber," 18 January 2000, database available online at: <http://www.HistoryLink.org/>

¹² Fiset/ Crowley, "Cascade Neighborhood and South Lake Union—Thumbnail History."

Walt Crowley (with additional research by P. Dorpat, Louis Fiset & Alyssa Burrows), "South Lake Union: The Evolution of A Dream," 8 June 2003. Database available at: <<http://www.HistoryLink.org>>.

¹³ Leslie Blanchard, The Street Railway Era in Seattle: A Chronicle of Six Decades, Forty Fort, PA: Harold E. Cox, 1968, p 5.

¹⁴ Beaton, p 111-112.

William Baist, Baist's Real Estate Atlas of Surveys of Seattle, Wash., Philadelphia: W. G. Baist, 1905 and 1908.

¹⁵ Wing, p 100.

Blanchard, p 132.

¹⁶ Sanborn Maps, Vol. 2, 1905, Plates 216, 212 and 207.

¹⁷ Sanborn Maps, 1893, Plate 58 b and Vol. 2, 1905, Plate 216.

Baist Maps, 1905, 1908 & 1912.

Seattle Daily Bulletin, August 9, 1907, p 8, cols. 3-5

King County Tax Assessor Records, ca. 1932-1972.

¹⁸ Wing, p 78.

Baist Map, 1908.

¹⁹ V. V. Tarbill, "Mountain Moving in Seattle," Harvard Business Review, (reprinted from), July 1930, p. 482- 489.

Parsons Brinckerhoff, "South Lake Union Streetcar Project Draft Technical Report – Cultural and Historic Resources, chapter 5," 2005, p 2-1 & 2-2.

Walt Crowley, "Seattle Neighborhoods: Belltown-Denny Regrade – Thumbnail History," Essay 1123, May 10, 1999, database available at <www.historylink.org>, retrieved January 6, 2008.

Paul Dorpat, "The Smith Tower," Seattle Now and Then, Vol. 1, Seattle: Tartu Press, 1984.

Beaton, p 165-166.

²⁰ Beaton, p 165-166.

Walt Crowley, National Trust Guide, New York: John Wiley & Sons, Inc, 1998, p 93-95.

Dennis Meier, "Evolution of Seattle's Downtown," Research Paper for Downtown Use and Transportation Project, Seattle: City of Seattle, December 1980, p 37- 39.

²¹ "Meier, p 37- 39.

"Zoning Ordinance," 1923, p 1 & 3-7.

²² Tarbill, p 484-489, (especially the map on p 484).

²³ Photograph, "Looking East on Stewart St, " 1925, Museum of History and Industry, Id #: 83.10. 4533.3.

²⁴ Wing, p 99 – 103.

²⁵ Cathy Wickwire, "S. L. Savidge Inc., 2021 9th Avenue," City of Seattle Historic Neighborhood, Inventory Database, October 30, 2000.

Microfiche Files, Department of Planning and Development.

King County Tax Assessor Records, ca. 1932-1972.

²⁶ Fiset/ Crowley, "Cascade and South Lake Union –Thumbnail History."

²⁷ Committee for the Seattle Commons, Seattle Commons Plan, Draft 2, p 214.

Florence K. Lentz and Mimi Sheridan, "Historical Context: Queen Anne," Draft, ca. 2004.

²⁸ "Seattle Streetcar, Opening Day December 12th 2007," database available at <<http://www.seattlestreetcar.com>> website accessed December 10, 2007.

²⁹ Caterina Provost, "Henry W. Bittman," Shaping Seattle Architecture, Jeffrey Karl Ochsner, Editor, Seattle: University of Washington Press in Association with the AIA, Seattle Chapter and the Seattle Architectural Foundation, 1994, p 192-197.

Drawing Files and Permit Records, Department of Planning and Development, City of Seattle.

Lydia S. Aldredge, "Architeaser # 78: The Fashion Craft Building," The Weekly, September 16, 1987, p 61.

"Architect and Engineer: Henry Bittman," Impressions of Imagination: Terra Cotta Seattle, Lydia Aldredge, Editor, Seattle: Allied Arts, 1986, p 35-39.

³⁰ Drawings and Drawing Files and Permit Records, Department of Planning and Development, City of Seattle.

³¹ "Max Schoenfeld dead at 108. (Seattle apparel maker)," Obituary, Daily News Record, October 23, 1990, Database available at: <[http:// www.highbeam.com/library/](http://www.highbeam.com/library/)>

³² George Kubler and Martin Soria, Art and Architecture in Spain and Portugal and Their American Dominions, 1500-1800, Harmondsworth (U.K.): Penguin Books Limited, 1959, p 32-33

"Churrigueresque," Encyclopedia Britannica online, accessed February 28, 2008.

Virginia and Lee McAlester, A Field Guide to American Houses, New York: Alfred A. Knopf, 1994, p 417-419.

Romy Wyllie, Bertram Goodhue: His Life and Residential Architecture, New York: W. W. Norton & Company, 2007, especially p 23, 74-76.

Austin Whittlesey, with a preface by Bertram Grosvenor Goodhue, The Minor Ecclesiastical, Domestic and Garden Architecture of Southern Spain, Photographss and Drawings by Austin Whittlesey, New York: Architectural Book Publishing Co., 1917.

"Architect and Engineer: Henry Bittman," Impressions of Imagination: Terra Cotta Seattle, Lydia Aldredge, Editor, Seattle: Allied Arts, 1986, p 37.

"1915 3rd Avenue," City of Seattle Surveys and Inventories, (Department of Neighborhoods), database available through <web1.seattle.gov/dpd/historicalsites/>.

Bibliography

Aldredge, Lydia S., "Architeaser # 78: The Fashion Craft Building," The Weekly, September 16, 1987, p 61.

Bagley, Clarence. History of Seattle: From the Earliest Settlement to the Present Time. Chicago: S.J. Clarke, 1913.

Barnes, James A. "Comprehensive Planning in Seattle: 1911-1954." Seattle: City Planning Commission, 1954.

-
- Baist, William. Baist's Real Estate Atlas of Surveys of Seattle, Wash. Philadelphia: W. G. Baist, 1905, 1908 and 1912.
- Bass, Sophie Frye. Pigtail Days on Old Seattle. Portland, Oregon: Binford and Mort, Publishers, 1937, reprint 1965.
- Beaton, Welford. The City That Made Itself, A Literary and Pictorial Record of the Building of Seattle. Seattle: Terminal Publishing Company, 1914.
- Berner, Richard C. Seattle in the 20th century. Vols I & II, Seattle, Wash.: Charles Press, c1991.
- Blanchard, Leslie. The Street Railway Era in Seattle: A Chronicle of Six Decades. Forty Fort, PA: Harold E. Cox, 1968.
- (Bogue, Virgil). Plan of Seattle: Report of the Municipal Plans Commission submitting Report of Virgil G. Bogue Engineer. Seattle: Lowman & Hanford, 1911.
- Boyle Wagoner Architects. "A. V. Love Building Historical Documentation." October 30, 1998.
- Boyle Wagoner Architects. "El Rio Apartment Hotel/ El Rio Apartments." City of Seattle Landmark Nomination. November 30, 1998.
- Buetow, Michelle C. "Cascade: Forgotten neighborhood perseveres through waves of development," The Lake Union Review, Aug. 1991, p 5 & 7.
- Bush, James. "An Irresistible Force: Scars left on area by freeway construction still visible," The Lake Union Review, Aug. 1991, p 1 & 3.
- Bush, James. "Cascade History Inventory," The Lake Union Review. Nov. 1992, p 3.
- Cascade Neighborhood Council & UW Center for Sustainable Communities. The Cascade Neighborhood sustainable community profile: Summer 1995. Seattle: Cascade Neighborhood Council ; & UW Center for Sustainable, 1995?
- City Zoning Commission of the City of Seattle. "Zoning Ordinance of the City of Seattle." Seattle, 1923.
- City Planning Commission of the City of Seattle. "Zoning Ordinance of the City of Seattle." (Text of Code Amended to November 1, 1949, Zoning Maps Amended to August 1, 1947). Seattle, 1949.
- City Planning Commission of the City of Seattle. "Report on the Proposed Public Buildings Area." Seattle, 1945.
- Crowley, Walt. Routes: An Interpretive History of Public Transportation in Metropolitan Seattle. Seattle: Crowley Associates, Inc., 1993.
- _____. National Trust Guide: Seattle. New York: John Wiley & Sons, Inc, 1998.

-
- _____. "Seattle City Council approves franchise for New Westlake streetcar line on October 14, 1890." April 22, 2005. Database available at <<http://www.historylink.org/>>.
- Crowley, Walt and HistoryLink Staff. Seattle and King County Timeline, Priscilla Long, Editor. Seattle: HistoryLink with the University of Washington Press, 2001.
- Dorpat, Paul. Seattle Now and Then. Vols I-III, Seattle: Tartu Press, 1984.
- _____. "Now and Then: For Whom the Bell Tolls," Pacific Northwest, The Seattle Times Magazine. May 8, 2005. Database available at <<http://www.seattletimes.nwsource.com/>>
- _____. "The Big Buildup," Pacific Northwest, The Seattle Times Magazine. June 29, 2003. Database available at <<http://www.seattletimes.nwsource.com/>>
- _____. "59 Promise and Depression in Belltown," Seattle Now and Then. Seattle: Tartu Press, 1984.
- Drawings and Permits, Microfiche Files, Department of Planning and Development.
- Final Environmental Impact Statement for the New Federal Courthouse, Seattle, King County, Washington. U.S. General Services Administration (Region 10), March 27, 1998.
- Fiset, Louis. "Cascade Neighborhood and South Lake Union—Thumbnail History." April 8, 2001 (Update by Walt Crowley, June 5, 2003). Database available online at <<http://www.historylink.org/>>
- Glover, E. S. (drawn by). "Bird's Eye View of the City of Seattle, Puget Sound, Washington Territory, 1878." San Francisco: A. L. Bancroft, Lithographers, San Francisco, 1878, (Reproduction by Metzger Maps, Seattle, n.d.)
- Hanford, C.H. (Cornelius Holgate). Seattle and Environs. Pioneer Publishing Company, 1924.
- The Johnson Partnership. "Garage for George L. Seibert/ The Lenora Building, Historic and Cultural Resources Report." October 2007.
- _____. "Murray Marsh/ Cosmopolitan Motors Landmark Nomination Report." May 2006.
- _____. "The Puget Sound Notion Building/ Alpha Cine Building, Historic Resources Report," November 2007.
- Kimmons, Neil Clifford. The historical development of Seattle as a metropolitan area. Thesis (M.A.)—University of Washington, 1942.
- King County Department of Development & Environmental Services – Parcel Locators. Database available online at: <<http://www.metrokc.gov/ddes/gis/parcel/>>
- King County Tax Assessor Records, ca. 1932-1972, (Bellevue, WA: Puget Sound Regional Archives).

Koch, Augustus. "Seattle and Environs, King County, Wash., 1891." Seattle: Historic Northwest Images, LLC, reprint, no date.

Kroll's Atlas of Seattle. Seattle: Kroll Map Company, 1920, 1928, 1940 (with some changes to 1960).

Kubler, George and Martin Soria. Art and Architecture in Spain and Portugal and Their American Dominions, 1500-1800. Harmondsworth (U.K.): Penguin Books Limited, 1959.

Lentz, Florence K. and Mimi Sheridan. "Historical Context: Queen Anne." Draft, ca. 2004.

Link, Karin Murr. "Cascade Neighborhood Inventory and Survey - Context Statement." January 2004.

_____. "South Lake Union Neighborhood Inventory and Survey - Context Statement." August 2005.

_____. "Denny Triangle Neighborhood Inventory and Survey – Context Statement." June 2006.

_____. "Architect and Engineer: Henry Bittman," Impressions of Imagination: Terra Cotta Seattle, Lydia Aldredge, Editor, Seattle: Allied Arts, 1986, p 35-39.

McAlester, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, 1994.

"Max Schoenfeld dead at 108, (Seattle apparel maker)," Obituary. Daily News Record, October 23, 1990.
Database available at: <[http:// www.highbeam.com/library/](http://www.highbeam.com/library/)>

Meier, Dennis. "Evolution of Seattle's Downtown." Research Paper for Downtown Use and Transportation Project. Seattle: City of Seattle, December 1980.

Monson, Donald. Comprehensive Plan for the Central Business District. New York, February, 1963.

NBBJ et al. Seattle Commons/ South Lake Union Plan DEIS. Seattle: City of Seattle Planning Department, November 1994.

NBBJ et al. Seattle Commons/South Lake Union Plan, Final Environmental Impact Statement. Seattle: Office of Management and Planning, May 1995.

Nyberg, Folke & Victor Steinbrueck. "Denny Regrade: An Inventory of Buildings and Urban Design Resources." Seattle: Historic Seattle, ca.1975

Ochsner, Jeffrey Karl, Editor. Shaping Seattle Architecture. Seattle: University of Washington Press, 1994.

Oliver, Richard, Bertram Grosvenor Goodhue, New York: The Architectural Foundation and Cambridge, MA: The MIT Press, 1983.

Parsons Brinckerhoff. "South Lake Union Streetcar Project Draft Technical Report – Cultural and Historic Resources, chapter 5." 2005.

Polk's Seattle City Directory. Seattle: R.L. Polk & Co., 1923-1958.

Polk's Seattle Washington Directory. R. L. Polk & Co., 1968-1996.

Rochester, Junius. "Bell, William Nathaniel (1817-1887)," November 1, 1988. Database available at
<<http://www.historylink.org/>>

Sale, Roger. Seattle, Past to Present. Seattle: University of Washington Press, 1976.

Sanborn Map Company. Insurance Maps of Seattle, Washington. 1888, 1893, Vol. 2, plate 58a, 1905, Vol.2, plate 215. Electronic resource available through Seattle Public Library portal, accessed December 17, 2007.

Schmidt, Nathalie Abcede. Managing Growth in the Denny Triangle: A Morphological Study. Thesis (Master of Urban Planning), 2003.

Stein, Alan. "Thomson, Reginald Heber." January 18, 2000. Database available online at:
<<http://www.HistoryLink.org/>>

Tarbill, V. V. "Mountain Moving in Seattle," Harvard Business Review (reprinted from). July 1930, p 482-489.

Thomson, R. H. That Man Thomson. Seattle: University of Washington Press, 1950.

Tonkin Hoyne Lokan Architects (Les Tonkin, Katheryn Krafft et al.). "Jensen Block." City of Seattle Landmark Nomination, 1995.

Watson, Kenneth Greg. "Native Americans of Puget Sound –A Snapshot History of the First People and Their Cultures." 2004. Database on-line. Available from <<http://www.historylink.org/>>

_____. "Seattle, Chief Noah." 2004. HistoryLink. Database at
<<http://www.historylink.org/>>

Whittlesey, Austin. Preface by Bertram Grosvenor Goodhue. The Minor Ecclesiastical, Domestic and Garden Architecture of Southern Spain, Photographs and Drawings by Austin Whittlesey. New York: Architectural Book Publishing Co., 1917.

Who's Who in Washington State. Seattle: Arthur H. Allen, 1927.

Williams, Jacqueline B. The Hill with a Future, Seattle's Capitol Hill, 1900-1946. Seattle: CPK Ink, 2001.

Wing, Warren. To Seattle by Trolley. Edmonds (WA): Pacific Fast Mail, 1988.

Woodbridge, Sally and Roger Montgomery. A Guide to Architecture in Washington State. Seattle: University of Washington Press, 1980.

Wyllie, Romy. Bertram Goodhue: His Life and Residential Architecture. New York: W. W. Norton & Company, 2007.

Collections and Libraries

Archives, Museum of History and Industry, Seattle.

Manuscripts and Special Collections, Suzzallo-Allen Library, the University of Washington.

Municipal Archives, City of Seattle.

Washington State Archives, Puget Sound Regional Branch, Bellevue, Washington.

Additional Website Sources

City of Seattle Historic Neighborhood Inventory Database.

Royal B.C. Museum Archives, website <www.bcarchives.gov.ca>

Website at <www.ancestry.com>

Additional Periodicals and Newspapers

The Seattle Daily Bulletin / Seattle Times

Seattle Daily Journal of Commerce

The Seattle Post-Intelligencer.

Report Prepared by:

Karin Murr Link
Thomas Street History Services
Seattle, Washington